



**MOCKING EXPRESSIONS IN SAMSUNG GALAXY
VIDEO COMMERCIALS**

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TEACHER TRAINING AND EDUCATION FACULTY
MURIA KUDUS UNIVERSITY
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**MOCKING EXPRESSIONS IN SAMSUNG GALAXY
VIDEO COMMERCIALS**

SKRIPSI

**Presented to the University of Muria Kudus
in Partial Fulfillment of Requirements for Completing the Sarjana Program
in English Education**

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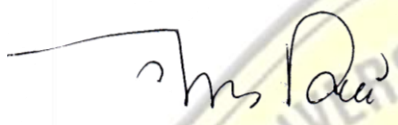
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2017**

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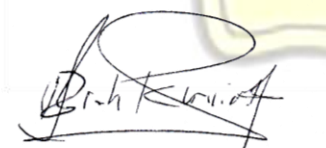
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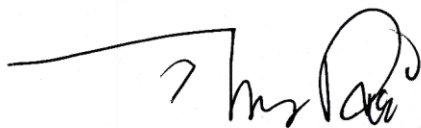


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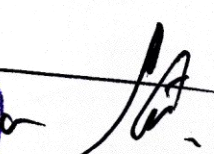
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MOTTO AND DEDICATION

Motto:

- *“if you won’t any regrets, use your time wisely because you cannot turn back the time”*
- *“There are two types of friend; friends in need and friends indeed”*

Dedication:

This skripsi is dedicated to:

- ♥ Her beloved family.
- ♥ To the special person in her life, Emy Widiyanti. This is for you, Mom. I’m sorry that is late.
- ♥ Her best friends Mak Yan and Mak Bella. I realized that I didn’t have many friends since I’m facing this big poop until I met you. Not only hoping that we’ll always keep in touch now and forever but also being each other bride maids. Also thanks for my old friend, Dyah Endogh (PGSD).
- ♥ All her “friends” in UMK who can’t be mentioned one by one.

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The writer wishes to express the writer's deepest gratitude to those who are directly or indirectly involved in completing this skripsi, they are:

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2. Diah Kurniati, S. Pd, M. Pd, the Head of English Education Department.
3. Dr. Supriyadi, M.Pd as the first advisor and Agung Dwi Nurcahyo, SS. M.Pd as the second advisor, who have accurately guided her during the writing of skripsi.
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5. Her beloved family.
6. Her special person in life, her mom, Emy Widiyanti, thanks for given birth of me.
7. Her best friends Mak-Mak, Mak Yan and Mak Bela, also Dyah (PGSD), we maybe ever done the stupidest things, but don't forget that stupid things so we can retell it to our future children about our friendship.

8. All of her friends in Muria Kudus University.

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Kudus, 8 January 2017

Ervinna Faizah R



ABSTRACT

R,Ervinna Faizah. 2016. *Mocking Expressions in Samsung Galaxy Video Commercials*. Skripsi. English Education Departement, Teacher Training and Education Faculty, Muria Kudus University. Advisor : (1) Dr. Suprihadi, M.Pd, (2) Agung Dwi Nurcahyo, SS. M.Pd

Key words: *mocking expressions, form of mocking expressions, function of mocking expressions, interpretation meaning*

In this life, there are so many variation of language, one of them is mocking expressions. Mocking expression is making fun of ridicule by copying in a funny or contemptuous way. We usually used it in the informal or formal conversation. Mocking expressions are some sentences used to give some power into our sentence.

Therefore, in this study, the writer was interested in analyzing mocking expressions about the forms, functions of mocking expressions from *Samsung Galaxy Video Commercials*.

This was a qualitative research in which the data of the study were taken from the *Samsung Galaxy Video Commercials*. The writer chose *Samsung Galaxy Video Commercials* because the writer want to prove that mocking expressions has many functions that not only used when someone in feeling angry or frustated by something, mocking expressions can be used to express or to show all of function, and the writer found that in these video commercials. Moreover, *Samsung Galaxy Video Commercials* were unique video commercials with ridiculous act by some people who want to persuade the consumers to buy Samsung Galaxy's phones by mocking another brand.

From the findings, the writer analyzed the forms, functions and also interpretation meaning of mocking expressions, the writer could make summarize about them. In the *Samsung Galaxy Video Commercials*, the writer found several function to express mocking expressions, such as showing makes fun function, showing joke function, showing imitation, showing annoyances, showing irritancy function, and showing amazement function. And the most function that used in the videos is showing irritancy since Samsung indirectly wants to tell the people that their phones are more innovated phones and better than iPhone's, also Samsung wants to persuade the people to buy their product by being a smart phone than others..

For the next researchers who are interested in doing similar research, this study will give contribution to comprehend the mocking expressions. And also this study can give inspiration and guidance for the further researchers to be more careful in doing research.

ABSTRAK

R, Ervinna Faizah. 2016. *Ekspresi mengejek di iklan Samsung Galaxy dan iPhone. Skripsi*. Jurusan Pendidikan Bahasa Inggris, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Muria Kudus. Pembimbing: (1) Dr. Suprihadi, M.Pd, (2) Agung Dwi Nurcahyo, SS. M.Pd

Kata kunci: *ekspresi - ekspresi mengejek, bentuk dari kalimat ekspresi - ekspresi mengejek, fungsi dari kalimat ekspresi - ekspresi mengejek, jenis dan makna tersirat dari kalimat ekspresi - ekspresi mengejek*

Dalam hidup ini, terdapat banyak sekali macam bahasa, terutama ekspresi mengejek, karena itu merupakan kata yang unik dan memiliki makna yang tersembunyi. Kita biasanya menggunakan ekspresi mengejek ketika kita dalam percakapan yang tidak resmi atau formal. Ekspresi mengejek adalah beberapa kalimat yang digunakan untuk memberi kekuatan dalam kalimat yang kita ucapkan.

Oleh karena itu, dalam pembelajaran ini, penulis tertarik menganalisis ekspresi mengejek yang terdapat didalam ungkapan dari karakter karakter dan bentuk dan fungsi yang di ungkapkan oleh karakter di dalam *iklan Samsung Galaxy*.

Ini adalah penelitian kualitatif, yang datanya diambil dari *iklan Samsung Galaxy*. Penulis memilih *iklan Samsung Galaxy* karena penulis ingin membuktikan bahwa ekspresi mengejek mempunyai banyak fungsi yang tidak hanya digunakan ketika seseorang merasa marah atau frustrasi karena sesuatu, ekspresi mengejek juga dapat digunakan untuk menunjukkan berbagai macam jenis fungsi emosi, dan penulis menemukannya di *iklan Samsung Galaxy*. Terlebih lagi, iklan ini sangat unik dengan peran yang konyol oleh beberapa orang yang ingin membujuk para konsumen untuk membeli telepon genggam milik Samsung alaxy dengan mengejek telepon genggam milik iPhone.

Dari temuan tersebut, penulis menganalisis tentang bentuk, fungsi dan makna kiasan dari ekspresi mengejek. Penulis bisa membuat rangkuman tentang itu. Di dalam iklan ini penulis menemukan beberapa fungsi untuk menunjukkan fungsi dari ekspresi mengejek, seperti fungsi menunjukkan membuat kesenangan, menunjukkan fungsi lelucon, menunjukkan fungsi meniru, menunjukkan fungsi menjengkelkan, menunjukkan fungsi mengganggu, menunjukkan fungsi kekaguman.

Untuk peneliti selanjutnya yang tertarik dalam melakukan penelitian serupa, penelitian ini akan memberikan kontribusi untuk memahami implikasi percakapan. Dan juga penelitian ini dapat memberi inspirasi dan petunjuk untuk penelenti selanjutnya untuk lebih berhati-hati dalam melakukan penelitian.

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